

ABSTRACT OF THE DISCLOSURE

A system and method for enabling improved management of SMS messages, and in particular automatic replies, forwarding, filtering, saving and deleting of SMS messages on a wireless handset or alternative SMS enabled device. An SMS Center is used for managing SMS messages, an Auto-Reply Message Server (ARMS) stores Auto-Reply Messages and allows a message receiver to set up, change, or delete Auto-Reply Messages, and an SMS Automatic Handling Server (SAHS) handles message instructions for a message receiver. The ARMS and SAHS may be separate components, a unified component, and may be operational such that only one of them may be included in the system.